

Making Waves

THE NATIONAL PUBLICATION OF
THE SURFRIDER FOUNDATION

VOLUME 26 / NO. 5 / OCTOBER 19



CEO

Last year, Surfrider Foundation volunteers completed 9,000 water quality tests in the United States.

Stop and think about that for a moment; about the value those tests provided to beachgoers throughout the United States at absolutely no cost to taxpayers. This is what you invest in when you invest in Surfrider Foundation—healthy oceans and beaches, clean places to swim and recreate. In short, your investment spreads and multiplies—the more you give, the more we can help. I'll be direct; I'd like you to think of making an increased investment in our mission.

Despite the economy 2010 has been a good year for Surfrider. After all, our network is almost 80 chapters strong, and our campaigns are always strengthening and expanding. In fact, we've led or participated in 17 victorious campaigns to minimize single use plastics.

However, for as hard as we work, there are still things that are entirely out of our control—one of these things being the explosion of Deepwater Horizon in late April of this year. We had no control over the 200,000,000 gallons of oil that spilled into the Gulf, but we do have control over how it affects the coastal environment. We are equipped to test for oil and dispersants, just as we have successfully tested for bacteria and pollutants for years. The problem is, where biological tests cost somewhere in the neighborhood of \$5 a piece, oil and dispersant tests can easily cost over \$200 per test. Volunteers are anxious to conduct these tests; they're ready and waiting, but they need the funds.

I'll close this note by making a request of you to consider giving a bit more this year. You can go to Surfrider.org and click "Donate," or you can go to Surfrider.org/chapters and find your local chapter to connect with and support directly.

The single greatest tool at Surfrider is people; it's the thousands of volunteers around the US and around the world. That being said, money is clearly an important tool in our quest to deliver healthy coasts. Thanks so much for your support to date and for considering giving a bit more this year.

Jim Moriarty
CEO, Surfrider Foundation

*Double Your
Gift using
Free Money!*

Don't forget about matching gifts !

Many employers sponsor matching gift programs and will match any charitable contributions made by their employees. Some corporations set aside millions of dollars for matching gifts each year and only a small portion of the funds are ever used. Most companies match dollar for dollar, and some will even double or triple match your gift!!!

To find out if your company offers gift matching, please contact your human resources department or email us at membership@surfrider.org

BEACHAPEDIA

Coastal Knowledge At Your Fingertips



In August, the Surfrider Foundation launched its new community-driven coastal science reference tool, Beachapedia.org, which effectively catalogs combined coastal science information taken from Surfrider Foundation's activist network and environmental experts. Aimed at capturing relevant and timely information related to the protection of our coastal resources using Wiki technology, Beachapedia.org serves as a relevant and valuable tool for the general public, media and decision-makers. www.beachapedia.org

President Obama's Ocean Policy Task Force Creates A National Policy For Our Oceans and Waterways

This summer, the Ocean Policy Task Force, created by President Obama in 2009, released its Final Recommendations for creating a National Policy for the Stewardship of the Ocean, Coasts, and Great Lakes. The Recommendations outline guiding principles for the management and protection of the country's oceans, coasts and Great Lakes with the goal of keeping them "healthy and resilient, safe and productive... understood and treasured." The Recommendations are widely supported by government officials and environmental advocates. Furthermore, it is likely that they will be approved by President Obama and become an Executive Order.



On the eve of September 1st, the Surfrider Foundation and its coalition partners learned that the California State Senate failed to pass AB 1998 – a bill that would have banned single-use plastic carryout bags statewide. While this is a setback for the Foundation's California Chapters who have fought for years to eliminate plastic bags with the Rise Above Plastics campaign, they will continue to educate and inform the public about the hazards single-use plastics pose to the environment and the economy, and work on a local level to enact plastic bag bans.

Celebrities Raise \$30K

So we ask... Why did you surf today?

- Photos by Kyle Lishok

For Surfrider



With help from a cadre of surfing celebrities, the Surfrider Foundation was able to raise \$30,000 – a 500% increase in funds raised from last year – at their 5th Annual Celebrity Expression Session on September 11th at First Point in Malibu. This year's event, sponsored by Barefoot Wine, Cali Bamboo and the Malibu Surfing Association, was hosted by Porno for Pyros bassist Martyn Lenoble and fiancée, actress Christina Applegate and featured celebrity surfers Anthony Kiedis, Flea, Eric Avery, Austin Nichols, Brian Geraghty, Eric Balfour and Sam Trammell. All were treated to a rare opportunity; the chance to surf the famed First Point all by themselves. "Surfrider is bringing about the importance that we have clean and safe beaches not only for ourselves, but for future generations," said co-host Christina Applegate. "This is a gift we have been given and we need to maintain it, take care of it, and love it. I love the creatures that dwell in it. I'm really happy to be a part of this."



"With the recent oil spill fresh in our minds, it seems more important now than ever to support The Surfrider Foundation. I'm so excited to be participating in this event and helping raise money and awareness for this organization. Let's be kind to our beautiful planet, so we, our kids, and future generations can enjoy it's beauty and it's creatures." - **MARTYN LENOBLE** with fiancée **CHRISTINA APPLGATE**



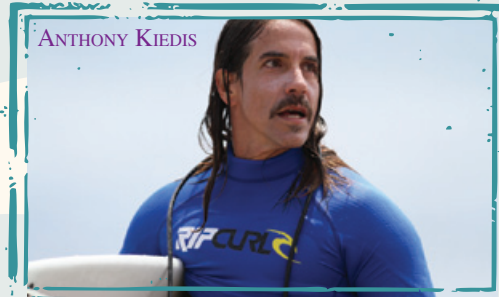
"I'm thrilled to be here for the Surfrider Foundation...I recently got really angry about the oil spill in the Gulf, and that's what got me going on this. I'm really happy to be a part of Surfrider and raise money for the Foundation."

- **AUSTIN NICHOLS** (*One Tree Hill*)



"Surfrider is an amazing organization, and it is made up mostly of volunteers, you and me, who come here to promote clean water, clean waves, clean beaches and clean coastlines."

- **BRIAN GERAGHTY** (*Hurt Locker*)



"I got to hang out for an hour in the water surfing and having fun and supporting the Surfrider Foundation with some of the coolest artists around. I got to surf with Flea and Anthony Kiedis. Those guys are my heroes...my idols growing up. Surfrider made my day. And I'm just so happy to support what they do. And you should too. Become a member. Save the ocean." **ERIC BALFOUR** (*Haven*) with fellow surfer **SAM TRAMMELL** (*True Blood*)

it's time to give

Why not give a gift to that special someone that gives back to our environment? Check out what the Surfrider Foundation and some of our partners have to offer this holiday season.

for the beach lover in Your life

Share your passion for our world's oceans, waves and beaches out of the water with your friends, family and co-workers with a Surfrider Foundation Holiday membership.

- **An annual membership to the Surfrider Foundation.**
- **A 100% organic cotton long-sleeve tee-shirt to keep you warm at night.**
- **A striped flat-knit 100% organic combed cotton Surfrider beanie.**
- **A foldable reusable tote made from innovative Eco Circle fabric.**
- **6 issues of Making Waves.**
- **2 Surfrider Foundation stickers**

\$44 surfrider.org/holiday

***Order by december 13th to guarantee delivery by the holidays**

Dragon's E.C.O. goggles are produced through alternative manufacturing methods using predominantly sustainable materials, and by giving old products new life. Make a world of difference by doing something small, ride E.C.O and preserve those precious powder days for generations to come.
\$150
www.dragonalliance.com

Give the gift of Globe's most eco-friendly sandal to-date, which features 'Lite Leather,' water-based PU cements, recycled PET thread, recycled EVA and, recycled car tires. What's more, \$10 from each purchase go back to the Surfrider Foundation.
www.globe.tv/us/features/surfrider



Dragon's E.C.O. (Environmentally Conscious Optics) collection by Dragon is an initiative inspired by Rob Machado to actively investigate methods of manufacturing environmentally friendly sunglasses by exploring sustainable materials from renewable origins. The sunglasses in this line are all made from 100% renewable materials such as plant oil instead of petroleum. Sunglasses \$80 - \$100
www.dragonalliance.com



A tide graph with 100 pre-set site locations, a moon age and phase data indicator, and backlight all on a bright yellow and deep jade watch makes this the perfect gift for someone who treks the globe looking for surf...or stays local for winter dawn patrols.

\$130

www.casioussa.com



The uniquely stylish recycled wool upper and genuine wool lining in the Women's Fuzzy Slip-On Shoe, provides you with ultimate comfort and warmth during chilly dawns and nights this holiday season. Available in pink plaid, blue plaid and brown. \$70
www.oceanminded.com

Following the successful sale of Shepard Fairey's "Jaws" at Art For The Oceans III, this uber-soft organic cotton t-shirt, available in both men's and women's sizes, gives 100% of sales back to the Surfrider Foundation. Men's \$32, Women's \$35
www.shop.obeyclothing.com

PREDICTION

As we wind down 2010 and gear up for what lies ahead, we checked in with some of the Surfrider Foundation's experts to see what will unfold in 2011.

Q: What can we expect from the surf industry?

A: For all their detractors, the surf industry is hands down one of, if not the leader, when it comes to incorporating sustainability into sporting goods. On the softgoods side, we are seeing virtually every company making some sort of effort to front-engineer sustainable materials into their product. For example, Billabong, Rusty and Vans have all had success with polyester spun from recycled PET plastic bottles. Volcom and Hippy Tree are both using organic cotton and water-based inks. Same thing goes on the hardgoods side. Patagonia and Matusse are both using limestone-based geoprene for their wetsuits. Famous and On A Mission are both making sustainable traction pads (out of reclaimed EVA and cork respectively). Matunas, Famous, Bubblegum and others are all making non-petroleum wax.

Ironically, the final piece of the puzzle is the one most critical to the sport; the surfboard. So far, the creation of a sustainable high-performance surfboard (high-performance being defined as something someone could paddle out and win a WCT heat on) remains surfing's Holy Grail from an environmental standpoint.

The challenge remains how best to get around using polyurethane or expanded polystyrene foam. Those materials, along with resins and epoxies, are really the biggest hurdle in that they are all derived from petrochemicals and fairly toxic. Still, we haven't found anything that outperforms them on a strength to weight, and performance vs. cost basis.

There are some guys out there making some top-notch green boards, including Danny Hess, Tom Wegener and the good people at Grain Surfboards. However all of these shapers are working mostly with wood which, while being a good renewable resource, is not well suited to the demands of progressive surfing. My prediction then is that at least for the time being, the production of a sustainable high-performance surfboard will likely continue to elude us.

For more information on the quest to incorporate sustainability into the sport of surfing, go to <http://sustainablesurfboards.blogspot.com>.

- Matt McClain

SOCIAL MEDIA



Q: What will be the next big thing in Social Media?

A: It seems kind of silly to make predictions for social media in 2011, as social media is completely unpredictable. That being said, we expect to see the following trends in 2011:

Location-based social media sites will continue to flourish and business will master the art of rewarding their loyal followers. With the addition of Facebook Places and the popularity of FourSquare, businesses would be wise to reward frequent visitors or people that "check-in."

Customer Service will move completely to social media sites. How many times have you called a business and left a voice-mail, only to never hear from them again? Or you send an email to an anonymous email and your questions go unanswered? No longer, my friends! Through Facebook pages and Twitter, customers can ask questions and get them answered in real time. Your favorite Patagonia wetsuit ripped and you want to know what to do? Simply ask them (and if you're lucky... you might get a free replacement)!

Women will rule the world. According to www.mediapost.com, women make 75% of all buying decisions for the home, and 85% of all consumer purchases. Social networks have at least 50% female members, and it is women ages 35-55 that also make up the fastest-growing population on Facebook and Twitter. We all know that women are better at communication, relationship building and multi-tasking - it's no wonder that women will dominate the social media jobs.

RIP MySpace. I don't know many people who are left on MySpace...but those who are, exist solely to keep up with new music and up-and-coming bands. In September, Apple pretty much put the final nail in MySpace's coffin by launching iTunes 10 with Ping. Ping is a social network where users can follow their friends and their favorite artists. Why go to MySpace when you can go straight to the source? Wouldn't it be easier to get people to preorder right from within iTunes? Yes, and that's what Apple is hoping will happen.

THE FOUNDATION



Q: What does the future hold for the Surfrider Foundation?

A: A few things I see in 2011...

People will stop snickering when they hear "social media."

People laughed at the first cars, they preferred horseback. They thought the first computers were meaningless, the first smart phones were luxury items for über-geeks, etc. Mainstream population finds it challenging to "see value" in what doesn't exist already. When a typical person spends over an hour a day doing something, anything... we should take notice. When 500 million people do this, it's a relevant, large-scale, global culture shift. This matters to Surfrider as social networks offer another, scalable platform for our mission. Five years ago we had 30 - 40 thousand people engaged, today we have ten times that... coming up on 300,000. The fuel was social networks. Time to stop snickering.

Personal connections will continue to fuel... everything.

Our mission, at its essence, is about our personal connection with our coastlines. I've done about 100 podcasts and every one tells a personal story of connection with our coasts. This will never, ever go out of style.

-Vickie McMurchie

Surfrider Foundation will sprout in a handful of new countries.

Three points here. First, we are currently in about 15 countries. Second, we'll allow another three to five to start up. Third, there will be others that essentially take our mission and just go. We don't condone or sanction this third approach but I've traveled enough of the globe to know that it will happen.

Our network's value and impact will grow by 20%.

A quick, back of the napkin estimate says we're connected to about 300,000 people. My sense is that, globally, that number will probably be around 360,000 by the end of 2011. Let's be careful not to overvalue that stat. What really matters is what impact this muscle can deliver. We don't want size. We want potency. They are related but not the same thing. We want engaged activism, with various levels of engagement/commitment and a funnel to focus this army to move our key campaigns and programs forward. A strong network can be a mission amplifier.

The DIY ethic will continue to blossom, everywhere.

It doesn't matter whether we are talking about face-to-face activist training, some tech-enabled campaign accelerator or something else. We love it when people take our mission into their own hands. Think globally, act locally. We shine when people take ownership of our mission.

--Jim Moriarty



Q: What can we expect with the battle against single-use plastics?

A: The year 2011 promises blockbuster battles against wasteful single-use plastic bags and bottles.

In 2008 and 2009, the bottled water market suffered unprecedented declines in sales volumes as people began to balk at buying grossly overpriced bottled water that risked polluting their bodies and the environment. Surfrider hopes to see a similar decline in the production and consumption of the bottle's beastly brother, single-use plastic bags. We know that legislation can help make this so. In fact, by merely enacting an ordinance to charge a nickel per bag in DC, consumption dropped 60-80%.

In the wake of California's missed opportunity to be the first state to ban plastic bags, the states of Oregon, Hawaii, North Carolina, and Connecticut are eager to pick up that title. The upcoming statewide battles

will be hard-hitting and heated. The plastics lobby has proven their willingness to throw millions of dollars at defeating sound environmental legislation. But how much longer can the United States afford to fall behind numbers of foreign countries who have regulated the issue of plastic bags, including Bangladesh, India, China and South Africa most recently? How much longer will domestic states and cities tolerate being behind the curve for protecting our environment?

In 2011, we will see environmental awareness of plastic pollution go up and the counter-awareness activities rise as well (much like the campaign to discredit climate change science, which uses misinformation to stop the needed changes in energy reform.) America will be faced with a choice to stay stagnant and revel in the polluting status quo, or to make a change to stop harming our oceans. Stop the expansion of the trash gyres. Stop the senseless waste of natural resources that make plastic. Stop the waste of taxpayer funding and volunteer time in cleaning up bag litter. And stop the greed of senseless consumption.

No matter what, in 2011, Surfrider will ensure we increasingly Rise Above Plastics.

--Angela Howe



NOT THE ANSWER

Q: What is your prediction for the Gulf and for the offshore drilling issue in general?

A: To predict what will happen, we must first defy BP's predictions. After the spill, BP declared most of the oil had dissipated and it was safe to swim and consume seafood. Yet, numerous Universities and scientists vehemently disagree. In late August, studies conducted by commercial fishermen and independent chemists found large amounts of oil in the water.

While oil is at the heart of this environmental calamity, the chemicals used to disperse oil are equally wreaking havoc on marine ecosystems. Believe it or not, the dispersants BP used to break up oil are banned in the UK; yet 1.9 million gallons were used in the Gulf. Toxic oil and dispersants will pollute the Gulf for years, but the psychological, economical and biological implications will haunt the region indefinitely.

- **Sickened Workers and Local Communities:** Oil fumes and dispersants cause problems on land when they become airborne and settle into communities. In September, blood tests on ill residents from the Gulf showed high levels of toxins related to oil and dispersants. Clean up workers will suffer worse. A new study found high rates of respiratory and chromosomal problems among fishermen who cleaned the 2002 spill off the Spanish coast.

- **Prolonged Economic Loss and Higher Rates of Bankruptcy:** Beyond the economic losses from 2010, those who suffered most from the spill are not receiving reimbursements. According to Gulf Coast Claims Facility, residents and businesses filed 35,000 claims and only 3,800 have been paid out.

- **Decrease in Fishing—Furthering Economic Misfortune:** Fishermen have voluntarily stopped fishing because they believe seafood is contaminated. They share horror stories of watching marine life literally trying to escape the water. The greatest impact on fishing could be in 2011 as future generations of species are decimated. NOAA asserted: "...impacts will be on the eggs of fish, crabs, shrimp and other species".

- **Decrease in Habitats and Species:** I predict significant biodiversity loss (inland and at sea). Birthing seasons in 2011 will be less productive for many species because the spill coincided with the migration of thousands of marine mammals and birds. I also predict marshland habitat loss due to human interference during clean up.

- **Psychological Distress and Depression.** Experts have already documented depression, suicide, and domestic violence in Gulf communities. I predict this will continue as more families experience economic loss.

- **Expansion of the "dead zone":** Prior to the spill, the Gulf was being suffocated by runoff from fertilizers and pesticides causing a "dead zone" with low oxygen levels. I predict further oxygen depletion from the dispersants used and a larger dead zone.

Implications from the spill will continue to unfold each day for many years to come. On the positive side, Gulf residents have proven their resilience over the years—and, in the end, it is the community that offers a ray of hope.

--Stefanie Sekich-Quinn

Ocean Desalination

Compared to What?

Many ocean desalination proponents claim that their projects are absolutely necessary to meet the growing water demand of parched coastal communities – and that their projects are environmentally sensitive. Really? Compared to what?

The environmental reviews for these proposals most often compare one method of ocean desalination to another, leaving us to ask whether a broad set of alternatives would better meet our water needs, while also improving our coast and ocean.

Ocean desalination factories pump water from the ocean and typically send it through a process known as “reverse osmosis” to remove salt and other impurities. This process creates unwanted environmental problems: the seawater intake kills marine life, the process is extremely energy intensive, and the waste is discharged back into the marine environment.

There’s no easy solution to these problems. Engineers have been working for decades to reduce the energy demand with some notable progress. But they admit there are limits to potential energy savings – and we’re reaching those limits now. Some seawater intake designs can dramatically reduce marine life mortality by removing the ocean water from below the seafloor. But it’s expensive and there are very few proposals that use these “sub-seafloor” intakes. While the waste stream discharge can be mitigated, the high salinity displaces the natural mix of sea life that would inhabit the area, and that displacement can have a significant impact on the local marine ecosystem.

More importantly, when we consider ocean desalination proposals in our communities, we appear to be suffering from the problem of not being able “to see the forest for the trees.” We are failing to review proposals for ocean desalination without asking the critical first question, “Compared to what?”

This is the nagging question that drove Surfrider Foundation to launch the “Know Your H2O” program, and inspire creative volun-

By Joe Geever

teers to produce the video ‘The Cycle of Insanity: the Real Story of Water.’ What we saw was an historical mismanagement of water. We have built communities that force precious freshwater off the land as fast as possible. This outdated urban planning resulted in eliminating natural processes for treating pollution while destroying coastal habitat and natural water storage. Future generations will surely question why we apparently did everything in our power to force freshwater into the ocean, only to turn around and waste energy, exacerbate climate change and kill marine life to remove the salt and create the freshwater we just forced off the land – what we call the “cycle of insanity.”

Surfrider Foundation recognizes that ocean desalination may occasionally fill a niche in local water supply plans. But these proposals should spark a comprehensive review of how we manage our precious and limited freshwater. We can and should conserve more. We

should retrofit urban areas to capture more water, utilizing tools such as Low Impact Development ordinances, “green streets,” wetlands restoration, and Ocean Friendly Gardens. We should use the same technology proposed for ocean desalination to purify and reuse our wastewater at a fraction of the energy demand (and cost) -- rather

than dumping it in the ocean. These combined efforts will often provide more fresh water than we need.

These proposals reap the benefits of reducing energy, eliminating ocean pollution, restoring coastal and ocean habitat and wildlife, and achieving sustainable use of the water we have. We think the comparisons are stark and clear – ocean desalination creates adverse environmental impacts and the alternatives resolve difficult environmental challenges. Visit our website and you can see our vision of water management reform. Don’t wait for an ocean desalination proposal in your community to spark change – be proactive and advocate reform before your community faces a perceived “crisis.”

www.knowyourh2o.org

Gaviota

The California of Old

By: Sandy Lejeune



In just over two generations, 280 of the 300 miles of a once unspoiled southern California coastline have been lost to development – forever. Only twenty miles remain undeveloped – for every generation that follows us.

Those last twenty miles are the heart of the Gaviota Coast, a place of teeming biodiversity and unparalleled scenic beauty. The only Mediterranean climate zone in the United States and North America, the Gaviota Coast contains intact watersheds, wildlife and riparian corridors unbroken by development, and one of the richest, most diverse marine environments in the world. Over 1400 different plant and animal species – 24 of which are threatened or endangered – are found here. Yet if developers have their way, this treasured place, like the rest of California's southern coast, would be gone forever.

Since its inception in 1992, the Santa Barbara chapter of the Surfrider Foundation has made preservation of the Gaviota Coast its first priority. We successfully waged a ten-year battle blocking a golf course development on the Gaviota Coast in 2002. We are now in the tenth year of our fight to preserve two key parcels – Naples and the adjoining Makar Parcel – from development.

Our hard work, along with our partners, the Environmental Defense Center and the Naples Coalition, is paying off: Naples' developer Matt Osgood, seeking to build 71 luxury-style homes, was forced into foreclosure. In July, Osgood filed suit against First Bank of Missouri, alleging breach of contract.

Meanwhile, Makar Properties of Newport Beach is trying to build mansion-style homes, garages, and roads on the parcel adjoining Naples. County planners have identified several non-mitigable impacts in the project, such as destruction of prime agricultural farmland, habitat for endangered species, and sacred Chumash Indian burial grounds.

The Santa Barbara Chapter continues working to preserve the Gaviota Coast, now and for future generations. This is all that is left of southern California's once unspoiled coastline, and we will never give it up.

For more on the Gaviota Coast and how you can help to preserve it, visit :

savegaviota.blogspot.com/ and surfrider.org/santabarbara/



SB Surfrider and its partners are:

- Suing the County of Santa Barbara, Matt Osgood, and First Bank of Missouri (to be heard in Superior Court this fall);
- Securing signatures for our "Preserve the Gaviota Coast" petition at all Surfrider and other events, and local beaches (sign online at http://action.surfrider.org/p/dia/action/public/?action_KEY=1629). Over 1,200 people have already signed;
- Educating the public about the vital importance of the Gaviota Coast

© Rich Reid Photography.com

Surfrider videos by Rich Reid:
watershedrevolution.com
surferspoint.org

East Coast

By Ed Mazzarella

The Massachusetts bottle bill came closer than ever to being updated this session thanks to a coalition that included our **Massachusetts Chapter**, MASS PRIG and the Sierra Club MA Chapter, whose volunteers sent hundreds of letters and emails to legislators urging them to expand the deposit on beer and soda containers to include water bottles and other bottled drinks. Unfortunately the bill did not pass, but under Chapter **Vice-Chair Katrina Sukola's** leadership the campaign helped develop the Chapter so they are better equipped to push this change through next year.

Speaking of next year, **Mary "Tuck" Welch** is the new Massachusetts Chapter Chair, having taken over from **Katie Willis-Morton**, who led the chapter and helped build up the North and South Shore regions these past two years.

The **Connecticut Chapter** is riding a wave of cool sounds to raise awareness of the Rise Above Plastics campaign. The Chapter teamed up with HEAL Clothing on "Rockin' The Sound," for a fun night of live surf music and dancing, and the first 100 people received a free reusable bag imprinted with a RAP pledge.

The chapter also tabled the Jack Johnson To the Sea concert as part of the All at Once Campaign in Hartford. To help educate about keeping our oceans healthy, the chapter created an Ocean Trivia game with the reusable RAP bags as prizes. A sign, "Jack Johnson Knows the Ocean, Do You? Test your ocean knowledge" attracted a lot of curious concert-goers. Jack and G.Love gave a mini-concert for the non-profits, and Jack visited the non-profit groups to show his appreciation.



Jack Johnson with Connecticut Chapter volunteers.

The **Rhode Island Chapter** assisted Environment Rhode Island in releasing NRDC's comprehensive Testing The Waters report, which reports all available water quality monitoring data in all 50 states for the previous year. Additionally, **Carrissa Lord** highlighted the Blue Water Task Force efforts, and stressed that the Chapter is testing year-round because people use the ocean 365-days a year, and the state, while testing comprehensively, only does so in the summer months.

www.nrdc.org/water/oceans/ttw/titinx.asp

New York and New Jersey Chapters received wonderful news when Atlantic Sea Island Group officially suspended plans to build a liquid natural gas facility on an artificial island in the Atlantic. Dozens of activists had a hand in this fight, but former **New York City Chapter Chair, Chris Wade** worked

especially hard, and received assistance from the New Jersey-based Clean Ocean Action. While stopping "Insanity Island" is a monumental victory for the chapter, it is important that all activists continue speaking out against LNG as there are more proposals in for additional facilities off the New York and New Jersey coasts.

Southeast

Charleston Chapter Chair Keith Merrill is looking for volunteers who want to take on a leadership role and be part of the Charleston Chapter Executive Committee. The Chapter is looking for dedicated volunteers who are passionate about our coastlines and want to take on a leadership role. If you're interested, please contact Keith at KDMCBJ1@aol.com.

The **Grand-Strand (Myrtle Beach) Chapter** would like to give a shout out to **Jessica Wood** and the volunteers from the Youth Group at First Presbyterian Church in Florence for helping clean the beaches! Recently, Jessica contacted the Chapter and asked if the group could volunteer with Surfrider when they came out for an overnight stay at Ripley's Aquarium. The Youth Group met with volunteers and activists and learned how plastics damage our coastlines and harm sea life when they get into the water. The group also learned about the simple things they can do to reduce their use of single-use plastics, and help prevent further damage to our coastlines and sea life. Following the presentation, the group participated in a mile-long beach sweep, collecting items such as plastic bottles, bottle caps, a six-pack rings, toys, fireworks, straws and plastic utensils.

On July 15th, Surfrider Foundation **Emerald Coast Chapter** board members **Mike Sturdivant** and **Tony D'eraimo** traveled to Pensacola to speak with U.S. Surgeon General Regina Benjamin about government's failure to provide essential services and information about the spill, and problems including lack of water testing, and errors in reporting results. Listen to the entire interview at www.youtube.com/watch?v=asyLJ1kPYRg.

TESTING 123...

On July 10th, the Emerald Coast Chapter started sampling water at Okaloosa Island Pier, Mirmar Beach, Blue Mountain Beach and Seaside to determine if Dioctyl Sulfosuccinate Sodium Salt (DOSS) was present. By August 7, results were in and DOSS was not detected in any of the samples at greater than or equal to 1 part per billion. Since these results were made available, the Chapter has found a lab in the region allowing for a quicker turnaround time for results at a significantly lower cost. While the Chapter has a limited budget, it is their goal to initiate weekly testing, which will help determine if it is safe to go back into the water. To view additional results or make a donation to help the Chapter continue their testing, visit www.surfrideremeraldcoast.org

In July, the **San Diego Chapter** took to the streets to educate consumers about single-use plastic bags, and encourage them to make a change by signing a pledge and giving them a reusable cotton bag from OB People's Co-op as part of "Rise Above Plastics Day." According to **Scott Harrison**, six hundred bags per second are issued in California alone and may or may not be getting recycled. "We're starting to hear alarming claims about the amounts of plastic in the ocean and how it harms the marine life," said **Bill Hickman**. "As we know, plastics don't break down into elements, they break down into smaller pieces of plastic. The fish mistake it for food and then the plastic comes back up the food chain."

Get ready for a frightful evening with the **South Orange County, West Los Angeles/Malibu and Santa Barbara Chapters** on October 29th as they host "Nightmare At Gaviota" costume parties to raise awareness about the development threats along the Gaviota coastline, and help the Santa Barbara Chapter raise money to continue their battle into the unforeseeable future.



On June 22nd, the Long Beach City Council voted unanimously to move forward with the breakwater feasibility study, which is estimated to cost \$8 million over the next four years. This vote marked a historical victory for the **Long Beach Chapter's** "Sink the Breakwater, Bring Back Our Waves!" campaign.

Pacific Northwest

While legal discussions are taking place, Oregon's **South Coast Chapter** volunteers are fundraising to help preserve the Seacliff access in Brookings, as the development decided to oppose an offer to maintain the historical access with litter patrol, trashcans, and dog waste stations.

In other South Coast Chapter news, members are participating in a community team process to develop the Redfish Rocks Research Reserve management plan. This designation is one of two pilot marine reserves recently designated by Oregon as part of its marine reserve program. Surfrider members are supporting successful implementation of the reserve by participating in education, outreach, and science activities in partnership with the community team and Oregon Department of Fish and Wildlife.

In Siuslaw, the Chapter's signature fundraising event, Foam Fest, sponsored by local businesses including Bay Street Grille, Ninkasi Brewing, and Wakonda Brew Co. helped raise money for the annual Siuslaw River Cleanup. The cleanup, which the **Siuslaw Chapter** holds annually, helps promote watershed stewardship, raise awareness about the land-to-sea connection, and address water quality issues. Thanks to the fantastic organizing and volunteer support spearheaded by **Heidi Jarman, Melissa Buckwald and Brittany Getz**, this year's cleanup was bigger and better than ever.

What do Sasquatch, five bag monsters, a troop of African drummers and a lady dressed as a salmon all have in common? They all showed up alongside the **Portland Chapter** and 150 volunteers donning matching Ban The Bag t-shirts to rally at city hall in support of



Mayor Sam Adams addressing the crowd following the council meeting.

the campaign and enacting a citywide ban on plastic bags. The battle is long from over, as the Chapter has learned from their friends in Seattle, but it did clear a significant hurdle when the Portland City Council unanimously passed a bag ban resolution in support of statewide legislation. Legislators, scrambling to keep up with the Chapter's campaign, presented a draft of a statewide bill to insert into the resolution just days after the rally. The Chapter continues to move forward with the Ban The Bag campaign, having in place a solid media strategy that engages the entire state on the issue. Massive kudos go out to all the volunteers that got the Chapter to where they are today, and especially to the core crew who planned and participated in the rally.



Pete Stauffer, Gus Gates, Tara Gallagher and Jacque Rodriguez among Ban The Bag supporters in City Hall.

The **Newport Chapter** is working with the city of Newport to finalize a monitoring committee using new license agreement funds from the Georgia Pacific Pulp Mill. The committee will outline the citizen-initiated monitoring plan for the mill's runoff, which the Chapter has supported for over five years.

In other news, executive elections are coming up, and the Chapter is planning several mixers and BBQs to help familiarize volunteers with the executive council and cultivate new leaders. If you or anyone you know is interested in serving on the executive committee, contact **Chapter Chair Joe Haxel** at haxsoul@charter.net.

Hawaii

This summer, the **Surfrider Foundation's Maui Chapter Vice Chair Kimo Clark** organized a series of events to promote ocean and beach C.A.R.E. (conservation, activism, research and education), including the Surfrider and Kona Brewing Co.'s statewide concert series featuring the vivacious band The Throwdowns. The tour wrapped up at the end of June with an evening full of musical madness at Mulligan's On The Blue.

The Oahu Chapter is proud to present the 8th Annual John Kelly Environmental Awards Dinner at Waimea Valley Grill on Sat., Nov. 13, 2010. The event will be the official kick-off party for the Vans Triple Crown of Surfing and will feature great food, amazing musical performances and inspiring speeches by our award winners. Each year, the Oahu Chapter presents three awards to a Pro Surfer, an Environmentally Friendly Local Company and a Lifetime Achievement winner, all of whom have helped protect our oceans and coastlines. Past winners include John Kelly himself, Peter Cole, Randy Rarick, Kelly Slater, Dave Rastovich, the Malloy Brothers, Patagonia and Jack Johnson's Brushfire Records.



Keith Malloy accepting his John Kelly Environmental Award



The Throwdowns performing at last year's John Kelly Environmental Awards party.

International

At Australia's Manly Beach, Surfrider Foundation and Eco-Divers volunteers collected over 2,000 cigarette butts during a two-hour beach cleanup, despite Manly Council's smoke-free policy, and a 2004 smoking ban on the beaches and Manly Corso. According to volunteer **Eve Clark**, while the council had just swept the beach, deep layers of cigarette butts were discovered in many corners. Manly Council special projects manager Jo Bramma added that the council resolved not to enforce the \$110 fine for smoking in favor of pursuing education campaigns, which were particularly challenging with Manly's short-term visitors. "It is very hard to measure how many butts there are and where they're coming from, which also depends on the prevailing winds and tide. They're found at various depths and could have been on the beach for quite some time."

BEFORE YOU RING IN THE NEW YEAR ...

Consider an investment in the Surfrider Foundation

A year-end charitable donation is like giving and receiving a gift at the same time...you're giving to the Surfrider Foundation, and receiving continued enjoyment from our oceans, waves and beaches that give you so much happiness throughout the year.

If you make a gift to the Surfrider Foundation before December 31, 2010 and itemize your deductions on your tax return, you may be able to significantly reduce your income taxes for the year.

Many states also allow income tax deductions for charitable gifts, so often the tax savings are even higher than those generated by the federal income tax deduction alone.

There are numerous ways to make a gift to the Surfrider Foundation – from outright cash donations, to gifts of stock or property, to planned gifts such as bequests.

Remember, every gift helps, no matter the amount, and we greatly appreciate it. Happy holidays and best wishes for a wonderful New Year!

To learn more, visit
www.surfrider.org/support.asp

or contact our
Director of
Development
at (949) 492-8170



Chapter Conferences



Kathy Greer

Staj and Tara of the Portland Chapter, hard at work.

Surfrider Foundation has trained over 150 chapter leaders at our 2010 California, Florida and Pacific Northwest Chapter Conferences. The trainings are a combination of staff and peer learning techniques on subjects ranging from, volunteer recruitment to social media to statewide policy issues. More importantly, these conferences provide an opportunity to share stories. This grassroots, bottom up knowledge—the lessons of those closest to the problems needs to spread and these conferences help facilitate that. Many times people who have made a difference in their community do not recognize how much they have learned or how valuable their stories and lessons are. But Surfrider Foundation activists who have solved many problems, built a chapter and created a sense of community undoubtedly learned some important lessons that peers should hear. This is achieved by spending the weekend together in both formal and relaxed environments. Not only do they contribute to solving coastal problems, but they also have donated over \$30,000 worth of volunteer time by attending our weekend training conferences. Next up on our schedule will be the East Coast Mid-Atlantic Conference on the Jersey Shore and Texas Chapter Conferences in Houston.



Kathy Greer

Jared, Darren and Holly, Washington Chapter Network Activists.



Kathy Greer

Washington State Paddle out.



Kathy Greer

Round the Rock SUP race participants.

Surfrider merchandise



1 ORIGINAL "PROTECT & SURF HOODIE" W/PATCH
100% Organic Cotton Men's Sweatshirt; Navy
\$50.00 * (S, M, L, XL, XXL)

2 BLANKET/TROW
Blue & White Weave
\$50.00 • (one size Measures 50" x 60")

3 MONOPOLY "SURFING EDITION" GAME
Take a Surfari to the World's Best Surf Breaks
\$24.99

4 BLACK THERMAL -WOMENS
100% organic cotton
\$28.00 (S, M, L, XL)

5 BROWN THERMAL -MENS
100% organic cotton
\$32.00 (S, M, L, XL)

6 PLAYING CARDS
Have a game while waiting for the tide.
\$5.00

7 STRIPE BEANIE
100% Organic Cotton: brown, jungle green, and natural
\$15.00 • (one size)

8 PLUMERIA BEANIE
100% Organic Cotton; Caribbean Blue
\$15.00 • (one size)

DONATIONS, MEMORIALS AND RENEWALS

**ON BEHALF OF THE WORLD'S OCEANS, WAVES AND BEACHES,
THE SURFRIDER FOUNDATION WOULD LIKE TO THANK THE FOLLOWING
INDIVIDUALS, FOUNDATIONS AND CORPORATIONS FOR THEIR GENEROUS
SUPPORT RECEIVED DURING JULY THROUGH AUGUST 2010.**

\$100,000-\$150,000

THE DAVID AND LUCILE PACKARD FOUNDATION

\$50,000-\$99,999

THE BULLITT FOUNDATION

\$20,000-\$49,999

BRITA FILTER FOR GOOD
CURTIS & EDITH MUNSON FOUNDATION

\$10,000-\$19,999

ALACER CORP., MAKERS OF EMERGEN-C
AVEDA SOUTHWEST
BAREFOOT WINE
EARTHSHARE
NORTHWEST FUND FOR THE ENVIRONMENT
PROJECT SAVE OUR SURF

\$5,000-\$9,999

ENVIROSAX USA
MICHAEL GOULD
JOHNSON OHANA CHARITABLE FOUNDATION
NOAA #4

\$1,000-\$4,999

BLACK PHOENIX ALCHEMY LAB
YVON CHOUINARD
CROWDRISE
GREATER HORIZONS/COLLECTIVE BRANDS

CLIFFORD MARTIN
STUART McELHANEY
MISSIONFISH - POINTS OF LIGHT INSTITUTE
MOET & CHANDON/RYAN BINGHAM
NETWORK FOR GOOD
KATHRYN REAVIS
THE RED CABIN FOUNDATION
CARL RIEGER
SEA VISION SOCIETY
SURFLINE
SWELL
WEST BASIN MUNICIPAL WATER DISTRICT
WADE WISEGARVER

DONATIONS IN MEMORY/TRIBUTE

PACIFICO AGNELLINI, JR. MEMORIAL FUND
IN LOVING MEMORY OF JOYCE BEALL
IN LOVING MEMORY OF DARBY AND AMBER CAMPBELL
IN MEMORY OF MIKE DAWES
IN MEMORY OF PAUL HOFFMAN
BILL KEYS MEMORIAL FUND
IN LOVING MEMORY OF KATHY LINDNER
MALCOLM HALE MACNAUGHTON MEMORIAL FUND
IN HONOR OF STEVE MAJZUN
IN LOVING MEMORY OF BERNICE L. MCGINNIS
IN MEMORY OF JACOB RAINES
IN HONOR OF ELI ROBINSON
GIOVANNI RUSSO MEMORIAL FUND
IN LOVING MEMORY OF DOUG SATTERBLOM
SABA SHIRAZI MEMORIAL FUND

IN MEMORY OF DAVID STEMPER
IN LOVING MEMORY OF LARRY D. WOODS

MEMBERSHIP PARTNERS

QUIKSILVER FOUNDATION
SURFING MAGAZINE
SURFLINE
SWELL
WESTERN FEDERAL CREDIT UNION

NEW AND RENEWING RETAIL MEMBERS

ANDREAS MODL
ANDREW SAXTON
ECO SHUTTLE
GOOFY FOOT SURF SCHOOL, INC.
KALOLA WAX
LEIGH GIBSON
LOST SURF SHACK
MENAS REALTY COMPANY
MICHAEL BLOCH
MIKE GENTRY
OCEAN REBEL
OSSIES SURF SHOP
PLANET SPORTS GMBH
RSB DETAIL
SEASIDE CARD COMPANY
STEAMERS CRAB & SEAFOOD CO., INC.
SUPER BEVERAGE WAREHOUSE
WAVE RIDING VEHICLES
WAVE ZONE SKIMBOARDS

The Surfrider Foundation is a non-profit environmental organization dedicated to the protection and enjoyment of the world's oceans, waves and beaches, for all people, through conservation, activism, research and education.



142 victories since 1/06. The Surfrider Foundation is striving to win 150 environmental campaigns by the end of 2010. For a list of these victories please go to: www.surfrider.org/whoware6.asp

Publication of The Surfrider Foundation
A Non-Profit Environmental Organization
P.O. Box 6010 San Clemente, CA 92674-6010
Phone: (949) 492-8170 / (800) 743-SURF (7873)
Web: www.surfrider.org / Email: info@surfrider.org

2010 BOARD OF DIRECTORS

Chair	Secretary	Laura Cantral	Wing Lam
Michael Marckx	Sean Ahlum	Vipe Desai	Sergio Mello
Vice Chair	Board	Michelle Duval	Greg Perlot
Steve Shipsey	Meg Caldwell	Leanne Fremar	Anthony Radaich

Brooke Simler
Smith
Shaun Tomson
David Wilmot

MAKING WAVES STAFF

Editor in Chief – Alexis Henry
Layout/Design – Ian Swanson



VISIT US AT WWW.SURFRIDER.ORG
A Non-Profit Organization
P.O. Box 6010
San Clemente, CA 92674-6010

Address Service Requested
Forward Service Guaranteed



The SIMA environmental fund generously supports the work of Surfrider Foundation.



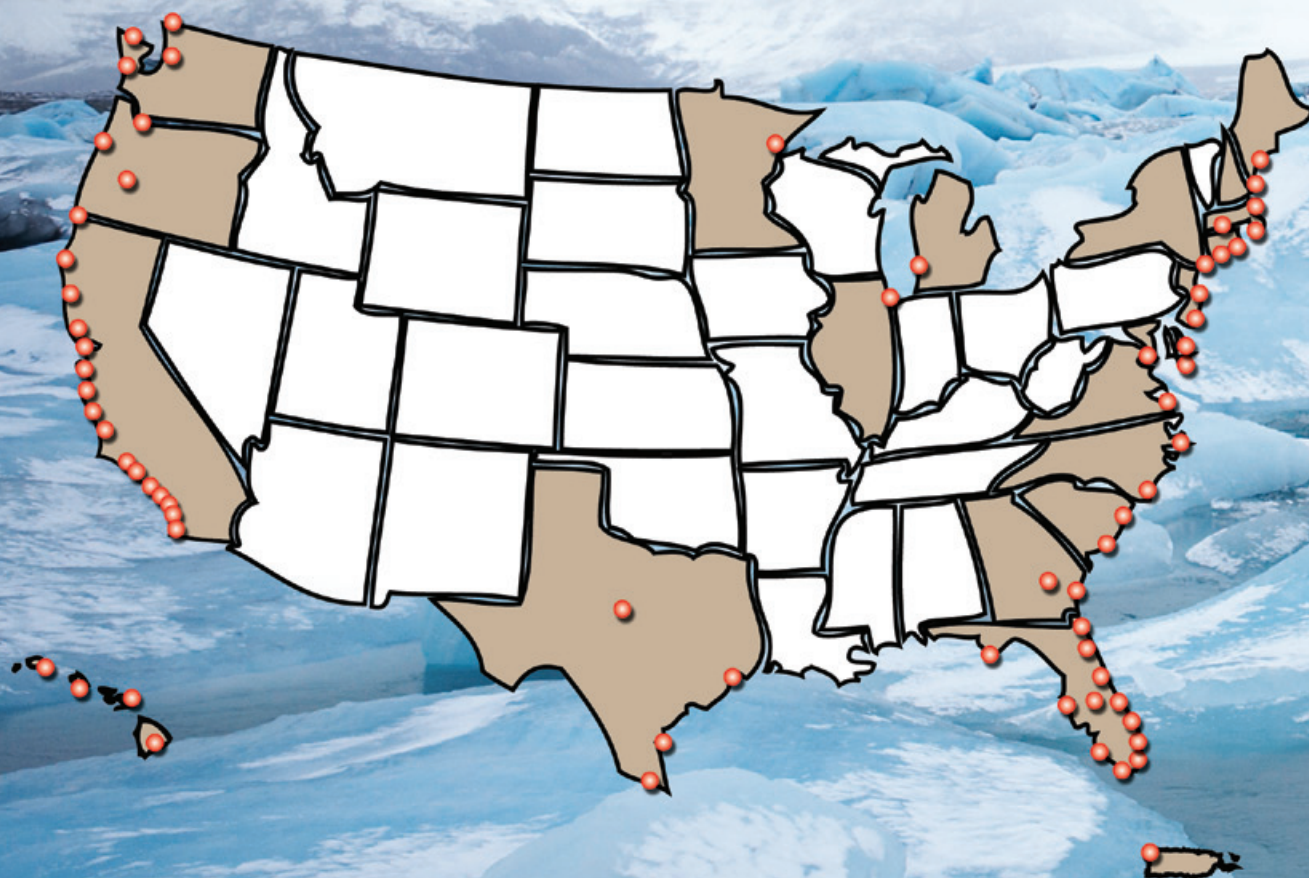
Nonprofit
U.S. Postage

PAID

Permit No. 1782
Santa Ana, CA

CHAPTER NETWORK

S U R F R I D E R . O R G / C H A P T E R S



CALIFORNIA • CONNECTICUT • DELAWARE • DISTRICT OF COLUMBIA • FLORIDA • GEORGIA
HAWAII • ILLINOIS • MAINE • MARYLAND • MASSACHUSETTS • MICHIGAN
MINNESOTA • NEW JERSEY • NEW HAMPSHIRE • NEW YORK • NORTH CAROLINA • OREGON
PUERTO RICO • RHODE ISLAND • SOUTH CAROLINA • TEXAS • VIRGINIA • WASHINGTON

ARGENTINA • AUSTRALIA • BRAZIL • CANADA • EUROPE • JAPAN



PRINTED WITH SOY-BASED INKS ON
RECYCLED, PROCESS CHLORINE-
FREE PAPER

Cover photo courtesy of Rip Curl